



About Snow and Nealley



Edward Nealley

One hundred and thirty-five years ago, the city of Bangor was a hub of Maine's thriving logging and shipbuilding industries. Charles Snow and Edward Bowdoin Nealley saw growing demand for durable, high quality metal tools and hardware. The two gentlemen opened a shipping chandlery in 1864, and Snow & Nealley was born. With Edward Neally's dynamic leadership at the helm, the company quickly became a profitable venture. During Edward's 33-year tenure, Snow & Nealley introduced the popular axes and mauls that would become the cornerstone of the S&N brand.

William Pope Nealley, Edward's son, succeeded his father as president in 1897, and recognized that while the advent of steam had eliminated the shipping industry's need for chandler's skills, the logging industry still thrived upriver from Bangor. With the Bangor & Aroostook Railroad and the North American Railway opening vast forests for development, steel tools were needed everywhere in Maine.

The young Nealley eventually bought out Snow, and the company prospered under William's guidance. The growing middle class that emerged after World War I created a demand for tools to use around the farm and at home. Snow & Nealley responded by introducing new axe models for home use. In 1920, William discussed the possibility of marketing Snow & Nealley's products through a catalog owned by a southern Mainer named Leon L. Bean. The collaboration between Snow & Nealley and L.L. Bean would endure for decades.

When William died in 1933 shortly after the Great Depression gripped Maine, his son Edward Bowdoin Nealley II took over as corporate president of Snow & Nealley. Edward ran the company for the next 23 years, managing it successfully through the Great Depression, World War II and Korea.

In 1956, Edward's son, William "Bill" Bowdoin Nealley was named the company's fourth president. During the next two and a half decades, Bill managed the company through various challenges including a fire that leveled the Snow & Nealley factory in the late 1950's. When Bill died in 1984, his wife Lois Nealley became president and encouraged the development of a line of Snow & Nealley garden tools, which today comprises more than 70% of the company's business.

An avid gardener, Lois drew on her enjoyment and intimate knowledge of the hobby to influence the design of Snow & Nealley's garden tools, testing every new prototype in her own garden. Ergonomically designed handles and special long handles for older gardeners or those who may be confined to wheelchairs were among the successful concepts Lois introduced.

These innovations, coupled with transitions in Maine's economy in the 1980's, marked the shift to garden tools as Snow & Nealley's primary product line.

Today, Snow & Nealley's history of manufacturing quality tools continues under new ownership. The Hutchins family, with a long history of conducting business in Maine is working to revitalize the Snow & Nealley brand while preserving its finest attributes. Lois' son Bowdie Nealley will remain in charge of production under Snow & Nealley's new ownership.



The Foundry

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